

**2018 NANS Annual Meeting
January 11-14, 2018
Las Vegas**



2018 NANS Blast E-mail Instructions

If you would like to send a sponsored e-mail/blast through NANS, you may provide an HTML file of your e-mail or a design file that will be recreated in HTML. Specifications for each format are noted below. A test of the e-mail will be provided for approval ahead of the blast; all e-mails will be sent from the NANS e-mail address with the association's footer at the bottom of the e-mail.

Please note, all e-mail platforms interpret code somewhat differently. While we may be able to tweak an item that renders incorrectly on one platform or another, there may still be differences in spaces and appearance based on e-mail clients, devices, and browsers.

E-mail from Provided HTML

If you are providing the HTML for the e-mail blast, please submit an HTML file that meets the following requirements:

- Dimensions: Max width of 600 px
- Max file size: 100K
- Images: .gif, .jpg (should be linked from your server or under 30k and provided to us), max height of 900 px, no transparencies
- Any click tags used should be embedded
- Subject line: 70 characters or less (do not include exclamation marks, all-caps, unusual characters, or misleading descriptions)
- HTML code should be W3C compliant and should not use style sheets. CSS renders incorrectly in many e-mail clients, especially if the recipient tries to forward your email. If your e-mail absolutely requires CSS, use inline styles by embedding the style within the tags. Never put style code into the header. Use HTML tags instead.
- Use table tags in place of tags such as divs. Background colors may be defined using the bg color attribute within tags. Background colors and attributes will not render properly using tags.
- Avoid scripting, Microsoft Smart Quotes, and background images.

Please submit files no less than 5 business days prior to the week of expected blasting.

E-mail from Design Files

If you would like to send a blast e-mail and have the design but not code, please submit full text, original design files, and any images.

- Design files should be .psd (preferred) or .indd
- Images: .gif or .jpg, max height of 900 px, no transparencies
- Dimensions of images or other elements: Max width of 600 px, max height 900 px
- Any links you would like used

- Subject line: 70 characters or less (do not include exclamation marks, all-caps, unusual characters, or misleading descriptions)

Please submit files no less than 10 business days prior to the week of expected blasting.

Content Guidelines

All sponsored e-mails that you have agreed to provide NANS must adhere to the following guidelines. First, please note that all messages will indicate that the content contained within is sponsored content. For any sponsored messages that will be sent as part of any annual meeting sponsorship, NANS will include the Annual Meeting header at the top of the message so it's clear that the promotion is related to the NANS meeting. If it is a more general message, it would be appropriately designated as sponsored content in the subject line. NANS may also create an alternate header that indicates "Company X" is a supporter of the society.

NANS also enforces a policy that limits the number of sponsored messages that your organization is able to send to members. The maximum number of sponsored e-blasts is three per meeting and no more than one per week leading up to the meeting.

If you have any additional questions or require any additional information, please do not hesitate to contact our office.

In order to schedule an E-blast, submission of the Commercial Support Form and receipt of payment must be confirmed. To schedule an E-blast, please email Chris Schroll at CSchroll@connect2amc.com.